

INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN
EDUCATIONAL APPROVAL PROGRAM
P.O. Box 8366
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The Educational Approval Program (EAP) is a postsecondary education agency that employs a regulatory model focused not only on compliance, but also institutional effectiveness. To facilitate an environment in which schools seek to be effective organizations that improve over time, the EAP requires schools to submit evidence that appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAP and school officials to engage in a dialogue over time about the effectiveness and future of the school.

Schools that already have some type of strategic or business plan (e.g., schools that have either a corporate or accreditation plan) must adapt these documents to the following requirements and focus on Wisconsin operations and students. The EAP does not expect any school to divulge any sensitive, proprietary business information. The information must address the five elements identified below and provide the information requested.

I. SCHOOL INFORMATION

Name of School:

South University

II. PLANNING ELEMENTS

A. MISSION. Describe your school's mission and vision, which identifies its purpose and its core values.

South University is a private academic institution dedicated to providing educational opportunities for the intellectual, social, and professional development of a diverse student population.

To achieve this purpose, the institution offers focused and balanced curricula at the associate's, baccalaureate, master's, and doctoral levels. A broad-based core curriculum is offered promoting critical thinking, effective verbal and written communication, and skills for life-long learning.

Additionally, the University focuses on developing the requisites to pursue and appreciate knowledge. South University's approach to higher education and the resulting varied academic experiences provide students with the intellectual acumen and pragmatic approach necessary to create the foundation for personal and professional fulfillment. South University attempts to provide a comprehensive education that instills within its students a philosophy that values not only learning and professionalism but also contribution and commitment to the advancement of community.

Believing that qualified individuals should have the privilege of formal academic training, South University welcomes those who seek educational challenges. To this end, the University provides a learning environment, both on-campus and online, that helps students identify goals and the means to achieve them.

B. MARKET. Discuss the nature of your school and the business in which it is engaged. Describe who your existing and/or potential customers are and what motivates them to enroll in your school. Explain how you let these customers know you are in business. Finally, identify who your competitors are and how you are different from them.

As a private academic institution, South University has focused its curriculum in the areas of business, criminal justice, healthcare, information technology, leadership, legal studies, mental health counseling, ministry, nursing, and public health.

Most students are non-traditional students who are looking to advance their current careers or prepare for a new career in one of the aforementioned areas. These students are drawn to the university using internet marketing techniques. Since the closest campus to Wisconsin is in greater Detroit, Michigan, most students will not hear about South University via direct marketing or local television/radio advertising.

As stated in the mission, "South University attempts to provide a comprehensive education that instills within its students a philosophy that values not only learning and professionalism but also contribution and commitment to the advancement of community." This statement sets South University apart from its online competitors.

C. MANAGEMENT. Describe your management team and how it functions to lead, administer and position the school. If your school has advisory boards, describe how the school uses them for program and school improvement.

The Chancellor of the University and Vice Chancellor for Academic Affairs provide overall leadership and direction for all of the strategic planning, implementation, evaluation, and improvement processes of the University. The Chancellor delegates overall operational oversight for the University's Integrated Institutional Effectiveness Process (IIEP) to the Vice Chancellor for Academic Affairs who is assisted in that oversight by the Associate Vice Chancellor of Academic Affairs, Innovation & Strategy. The Associate Vice Chancellor provides ongoing logistical support and guidance for the implementation of the IIEP as well as relevant institutional data and research findings from University-wide surveys for assessments of Strategic Priorities and their associated metrics.

A detailed description and the flow chart for the annual cycle of the IE process is available by contacting mblackston@southuniversity.edu. The process includes substantial administrative involvement by numerous key participants, especially members of the Strategic Planning Council and their direct reports or associates at the academic, administrative and student service unit levels. Additional clarifications of the responsibilities of key administrators in this process are available upon request.

Program advisory boards meet two times per year to discuss elements of academic programs and to give suggestions for improvement in curriculum, course sequencing, and overall content. The boards consist of industry experts from Savannah, Georgia and around the United States.

D. SWOT ANALYSIS. Identify your school's strengths, weaknesses, opportunities and threats (SWOT). Based on the results of this SWOT analysis, provide the following:

- 3 to 5 goals for strengths/weaknesses and how they will be addressed by your school.
- 3 to 5 goals for opportunities/threats and how they will be addressed by your school.

The goals should have specific objectives, defined results, a timeline for completion and metrics (some type of evaluation or measurement) by which the institution can evaluate/measure their success. In developing its goals, the school may wish to refer to the Elements of Effective Institutions graphic that is included on the back page of this form.

UPDATE:

Goal 1: Exceptional educational and administrative services for all learners.

To address this goal the University is in the process of reviewing how financial aid and advising services are provided to students. Plans are underway to provide additional academic advising opportunities for students in support of improving student degree progress and completion. Persistence continues to be regularly tracked with overall numbers improving.

Goal 2: Quality educational programs.

Each college annually reviews five standard University-Level Student Learning Outcomes and three University-Level Program Quality Outcomes on a form called an Ongoing Strategic Assessment and Improvement Report (OSAIR). The reporting on these seven university-level outcomes provides evidence of a continuous improvement process that assures that the student experience is measured and enhanced to support student success. OSAIRs are a regular component of the institution's assessment cycle and are also completed to address administrative and student services including but not limited to student services; human resources, marketing, admissions, career services and student affairs. This leads to assessment and revision of overall institutional efforts toward continuous improvement.

D. SWOT ANALYSIS *(continued)***Goal 3: Successful graduates and engaged alumni**

This goal is being addressed in two ways. To encourage student progress and completion, Academic Success Center Coordinators have been hired to manage peer tutoring and oversee the student experience in the University's Learning Management System. In 2017, South University moved from Pearson to the D2L product Brightspace to provide a more dynamic and responsive learning platform for online and campus-based courses.

Goal 4: University reputation for quality

This Goal has been addressed most significantly by a change of ownership that is allowing the institution to refocus efforts on stronger community outreach. Our new owners are working with our faculty and staff to develop meaningful opportunities to develop community relationships through our students, our staff and faculty, and our alumni.

Goal 5: Strategic alignment and growth

With our new owners we are currently evaluating all of our current program offerings for market fit and opportunity for our graduates. This evaluation will lead to program revisions, new program development and continued support of key programs for the campuses and online.

E. FUTURE VISION. Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

In October of 2017 South University was purchased by the Dream Center Foundation. In December of 2017 the institution was removed from probation by our regional accreditor. These two actions will allow the University to move forward in the ongoing effort to become a premiere comprehensive university with first-rate healthcare programs. University leadership has just completed a strategic review of our course offerings and this review will lead to the development of a new level of marketing to present South University to its communities and potential students in a more meaningful way. In five years, South University will have gained recognition as a non-profit institution that is engaged in its communities and provides first-rate educational programs that meet the needs of students and the professional communities it serves.

III. SUBMISSION

I hereby certify that the information contained on this form and any attachments to the form is true and correct to the best of my knowledge.

Signature of Authorized School Official:

Print or Type Name and Title of Authorized School Official:
Misty Blackston, Director of State Licensing

Date:
8/21/2018

INSTITUTIONAL SYSTEMS

